

Pearson BTEC Level 1/Level 2 First Certificate

Summer 2019

Paper Reference **21357E**

Art and Design

Unit 7: Recording for Creative Intentions in Art and Design

Theme

You do not need any other materials.

This paper is a pre-release of the theme for teacher reference.

The externally set task paper, when made available by Pearson, is to be opened only at the start of the 5-hour assessment period, which is to be taken between 01/05/2019 and 15/05/2019.

Turn over ►

W61548A

©2019 Pearson Education Ltd.

1/1/1




Pearson

Theme

The theme for 2019 is **'Organic forms in nature'**.

As in previous papers, there will be a range of briefs covering all the pathways. Learners will be required to develop design ideas in response to a chosen brief. This will be based on their choice of the objects inspired by **'Organic forms in nature'** that you supply.

Centres are strongly encouraged to collect examples, as soon as possible, to build up a 'visual library' of first-hand reference materials. Learners could then use the 25-hour preparatory period to practise exploring the shapes, forms and design potential of the objects, as well as building up their familiarity and connection with them.

Centres may wish to consider objects such as trees, bushes, plants, flowers, leaves, seed heads, rock formations, fossils, shells, bugs, insects, wild fruit and berries, twigs, branches, acorns, pine cones, bark, pebbles and stones, reeds and willows, tree stumps and logs.

This is not an exhaustive list.

Centres are reminded that there are **three** assessment criteria.

These are:

- select from appropriate visual sources giving reasons, based on the set brief
- record primary visual sources, based on the set brief
- generate designs and ideas towards creative intentions, based on the set brief.

Learners have time to consider the theme in the period between the pre-release and the examination window, however any work produced during this time may not be brought into or submitted for the exam.

Incomplete examination work must be stored in a secure place between examination sessions.

The exam must be taken under fully controlled conditions; no materials other than those required in order to make images may be brought in or accessed during the exam.

Internet access or the use of wireless and electronic receiving/transmitting devices is not allowed. The use of computers with software for the manipulation of photographic or scanned digital images made in the exam and for subsequent design work is permitted.

Pearson BTEC Level 1/Level 2 First Certificate

Window for supervised period:

Wednesday 1 May 2019 - Wednesday 15 May 2019

Supervised hours: 5 hours

Paper Reference **21357E**

Art and Design

Unit 7: Recording for Creative Intentions in Art and Design

You do not need any other materials.

Instructions for centres

- The theme will be available on the Pearson website www.BTEC.co.uk/2012 from 4 March in the year of the examination.
- The paper is to be given out on 01/05/2019 and must be taken by 15/05/2019.
- It is recommended that the first 10 minutes of the 5 hours is used as reading time.
- The total mark for this paper is 30.

Turn over ►

P61547A

©2019 Pearson Education Ltd.

1/1/1/1




Pearson

Information for learners

**You should read this information before starting on your work for assessment.
You should refer to these instructions as you complete your work for this paper.**

During the period of five hours, you will need to:

- read the information and think about how you could use the visual sources provided by the teacher
- work under supervised examination conditions, usually in your art and design room
- experiment with different methods of recording by investigating and applying media, materials, technology
- select visual sources and give reasons for your choices
- produce first-hand observational studies (drawings, photographs or recordings in other formats) of the visual sources that have been provided
- develop these as design ideas, for example image manipulation, maquettes, colourways, scale drawings and annotation
- keep notes of progress, thoughts, ideas, changes and working processes through annotation in your sketchbook, on developmental sheets or in an independent learning logbook
- review your progress and re-evaluate your chosen ideas, materials, processes, techniques
- show how your work could be developed into finished outcomes, given more time.

You are not expected to produce complete, finished work.

During the five hours of assessment, your teacher will:

- issue the examination paper
- be able to give you technical advice and technical support
- **not** be able to talk to you about your creative ideas.

On the following pages there are briefs. You must choose ONE of these to complete your work for this paper.

Choose from the visual sources provided by your teacher and produce a series of first-hand observational studies. These must show your understanding of formal elements.

Select one of the briefs below and develop design ideas from your initial first-hand observational studies. Your ideas must demonstrate your creative intentions clearly.

Overarching brief

The theme for all pathways is 'Organic forms in nature'.

Artists and designers have been asked to come up with some exciting designs for new products and artwork to be displayed and sold at a local nature reserve called Bluebell Woods. The designs should be inspired by organic shapes and forms found in nature, such as trees, plants, flowers, leaves, seed heads, rock formations, fossils, bugs, insects, wild fruit and berries or any other interesting natural organic forms. The designs should show innovation and imagination in transforming observational studies into exciting new design ideas.

You must explain clearly why you have chosen to work from your selected objects. You must also state which pathway and brief you have chosen.

Pathways

Choose ONE brief from your chosen pathway to complete your work for this paper.

It would be sensible to focus on a pathway you have enjoyed and learned about during your Art and Design course.

Art and Design (unendorsed)

For the unendorsed pathway in Art and Design you can select **one** brief from any of the pathway briefs given.

Design Crafts

You must select **one** brief and **give reasons** for your selection from the objects provided. Reasons can be given in visual and written form.

1. Produce images and design ideas for a woodland themed mobile inspired by **'Organic forms in nature'**. This is for a young child and will be sold in the gift shop at Bluebell Woods. Consider the size, scale, movement and how the final piece will be displayed.
2. Produce images and design ideas for a set of **three** bracelets inspired by **'Organic forms in nature'** to be sold in the gift shop at Bluebell Woods. Your ideas should refer to a variety of materials such as ceramic, plastic, wood, fabric, wire, metal, and paper.
3. Produce images and design ideas for a set of **three** different sized photo frames inspired by **'Organic forms in nature'** to be sold in the gift shop at Bluebell Woods. Your ideas should refer to a variety of hard and soft materials and consider surface decoration. Consider how the photo frames work as a set.

Fashion and Textiles

You must select **one** brief and **give reasons** for your selection from the objects provided. Reasons can be given in visual and written form.

1. Produce images and design ideas for a waterproof jacket to be worn by staff at Bluebell Woods. The design and shape, and any features included in the jacket, should be inspired by **'Organic forms in nature'**. Consider pockets, zips and fastenings.
2. Produce images and design ideas for a large-scale decorative hanging textile inspired by **'Organic forms in nature'**. The hanging must be no larger than 2m in length or width. It will be displayed in the main entrance of the information centre at Bluebell Woods.
3. Produce images and design ideas for a fun hat inspired by **'Organic forms in nature'**. The hats will be sold in the gift shop at Bluebell Woods as novelty items. The client wants imaginative designs that will really stand out. Consider how different textiles, techniques and processes can be used.

Photography

You must select **one** brief and **give reasons** for your selection from the objects provided. Reasons can be given in visual and written form.

1. Produce images and design ideas for **ten** abstract images inspired by '**Organic forms in nature**'. These images will be used as motifs for key rings, coasters and other objects to be sold in the gift shop at Bluebell Woods. Explore different angles and viewpoints, shapes, patterns and colours. Consider how to order and present the images.
2. Produce design ideas for a set of related images for a 20-second looped sequence. This will be run on a big screen in the main entrance of the information centre at Bluebell Woods. The images should be inspired by '**Organic forms in nature**'.
3. Produce images and design ideas for a set of **five** A4 images inspired by '**Organic forms in nature**'. Explore unusual perspectives and viewpoints, experimenting with scale and angles. These A4 images will be displayed around the information centre at Bluebell Woods.

Product Design

You must select **one** brief and **give reasons** for your selection from the objects provided. Reasons can be given in visual and written form.

1. Produce images and design ideas for a decorative floor lamp inspired by '**Organic forms in nature**'. This will be placed in the café at Bluebell Woods.
2. Produce images and design ideas for a bird house inspired by '**Organic forms in nature**'. This will be sold in the gift shop at Bluebell Woods. It must have a section that opens to allow access to the inside.
3. Produce images and design ideas for a large-scale water feature inspired by '**Organic forms in nature**'. The client would like this to be a highly imaginative statement piece. It will be installed in the grounds of Bluebell Woods.

Visual Arts

You must select **one** brief and **give reasons** for your selection from the objects provided. Reasons can be given in visual and written form.

1. Produce images and design ideas for a large-scale mural inspired by '**Organic forms in nature**'. The client would like it to have a colour scheme sympathetic to the setting of the nature reserve. The mural will be placed on the wall outside the main entrance of the information centre at Bluebell Woods.
2. Produce images and design ideas for a small-scale piece of decorative artwork inspired by '**Organic forms in nature**'. Your work can be 2D or 3D. The artwork will be displayed in the information centre at Bluebell Woods.
3. Produce images and design ideas for a large-scale sculpture inspired by '**Organic forms in nature**'. The sculpture will be located outside the main entrance to the information centre at Bluebell Woods. Consider size and scale, and how people will see it from different viewpoints.

Visual Communication

You must select **one** brief and **give reasons** for your selection from the objects provided. Reasons can be given in visual and written form.

1. Produce images and design ideas for an information board. This is for the Bluebell Woods nature trail. The graphics, typography and layout need to be inspired by '**Organic forms in nature**'. The name, Bluebell Woods, needs to be featured.
2. Produce images and design ideas for a set of **four** postcards promoting Bluebell Woods. '**Organic forms in nature**' should inspire your postcard design, which should also include the name, Bluebell Woods. Show how the typography and images will work together.
3. Produce images and design ideas for a surface design for a takeaway cardboard lunch box. This lunch box will be used in the café at Bluebell Woods and should appeal to young children. Your designs should be inspired by '**Organic forms in nature**'.

BLANK PAGE



BLANK PAGE

